

EEO Public File Report**Cox Media Group****KIRO-TV Seattle, WA****EEO Public File Report Part 1****Reporting Cycle: 10/01/2020 – 09/30/2021****Full-Time Positions Filled**

Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
001132 (Ignite Director)	12/17/2020	3/8/2021	Cox Media Group	1	1
000858 (News Director LMKT)	8/19/2020	10/19/2020	Cox Media Group	9	1
001065 (Account Executive)	11/20/2020	7/26/2021	Cox Media Group	2	1
001408 (Reporter I)	3/12/2021	6/2/2021	Cox Media Group	1	1
001133 (Digital Content Lead)	12/17/2020	2/17/2021	Cox Media Group	11	1

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Requisition	Date Opened	Start Date	Recruitment Source	Interviewed	Hired
001158 (Reporter LMKT)	12/24/2020	3/15/2021	Cox Media Group	1	1
001135 (Executive Producer LMKT)	12/17/2020	4/7/2021	Cox Media Group	2	1
001788 (Promotions Producer)	5/19/2021	8/2/2021	Linked In	1	1
001854 (Producer)	6/25/2021	8/18/2021	Indeed	3	1

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Recruitment Sources Used for All Openings

No.	Recruitment Source	Contact	Entitled to Notification	# interviews
1	Directly sourced by CMG Recruiter	CMG Recruiter	N	
2	Indeed Internet - www.indeed.com	Internet Posting	N	5
3	LinkedIn Internet - www.linkedin.com	Internet Posting	N	1
4	Broadbean job distribution	CMG Recruiter	N	
5	Circa	State Job Boards/Diversity job boards Internet Posting	N	
6	ZipRecruiter Internet - www.ziprecruiter.com	Internet Posting	N	2
7	CMG.com careers	CMG career site (internal/external)	N	23

Longer - Term Recruiting Initiatives					
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EEO Public File Report Part 3					
KIRO-TV Seattle, WA					
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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Western Washington Gets Real Advisory Panel	This is a group made up of 10 station employees and 4 station employee alternates. This panel will help shape and guide our internal and external DE&I initiatives. The panel will review news content, creative material and give honest feedback. They will review DE&I sales sponsorships, built to give KIRO 7, sponsor partners and minority businesses a larger presence in the diverse communities of Western Washington. Our advisory panel will provide guidance and feedback on community outreach, internal educational opportunities and recruiting efforts. They will be advocates for our community and also work to share thoughts and ideas from colleagues who are not currently serving on the panel. One of the missions of the panel will be to provide suggestions on how to increase our DE&I recruiting, outreach and retention.	General Outreach	KIRO7 WWGR Advisory Panel Members
2	Ongoing	Center for Sales Strategy IMPACT Sales Mastermind	This is a leadership program that encompasses Sales Leaders learning from and being challenged by the CSS Team and other Sales Managers. The focus is on goals, challenges, accelerating sales, and profitability.	Training Program	Michelle Woods
3	Ongoing	Center for Sales Strategy Springboard Coaching	Personalized coaching service designed to springboard your new seller to success, or your veteran seller to the next level. (Individual Coaching) Sessions combine the seller's natural talent and essential sales process practices to strengthen their skill set	Training Program	Account Executives: Tracy Simpson Dan Lawrie Maarsen Roney Cheryl Nellis Dakota Wyatt
4	Ongoing	Conway Media Sales Training	Sales consulting and training through a focused target drive	Training Program	All KIRO 7 Sales Dept. Managers and Account Executives
5	Ongoing	CMG Digital Virtual School	Ongoing training that focuses on digital product knowledge and sellable opportunities	Training Program	All KIRO 7 Sales Dept.
6	10/1/2020	TVB Alt Forward Conference	The day long conference took a look at local broadcast TV through the lens of revenue generation. media executives, broadcast groups, rep firms, agencies and marketers who explored economic, political, technological and viewer challenges and opportunities for local broadcast TV, across all screens, with the industry's top thought leaders.	Training Program	All KIRO 7 Sales Dept.
7	November 2020-December 2020	Better Up Coaching	Leadership coaching training. Weekly sessions focused on leadership development and harnessing personal strengths, based on Gallup Identity poll.	Training Program	Chloe Houser

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No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
8	December 2020 (various dates)	Building an Inclusive Workplace	CMG training for all Station managers on how to build a more inclusive workplace	Training Program	All Creative Services Managers: Chloe Houser, Michael Bails, Jim Marketti
9	December 2020-April 2021	CSS Elevating Engagement	A Training program designed to build culture and increase employee engagement across the entire station. The training focused on setting station values, each staff member in the station creating user guides to help team members work together effectively, and growth guides for each staff member to help managers develop their team.	Training Program	Bails, Michael, Marketti, Jim, Kaseberg, Rob, Blegen, Lisa, Witsman, Josh, Palumbo, Amanda, Finestone, Tara, King, Noreen, Solomon, Romeo, Hansen, Linda, Leonard, Laura, Copes van Hasselt, Heidi, Houser, Chloe, Dyke, Bryan, Nealey, Keith, Woods, Michelle
10	January 2021-Ongoing	Your Voices	Your Voices is a program focused on celebrating the diverse races and cultures that make up Western Washington. Each month, KIRO 7 builds educational messaging and provides resources focused on celebrating a different diverse group, past months have focused on Black History Month, Pride, Women's History Month, Military Appreciation Month, and more. The aim of the program is to build a more inclusive community and share KIRO 7's commitment to DE&I.	General Outreach	Chloe Houser, Michelle Woods, Cody Brecht, Dan Lawrie, Linda Hansen, Aaron Sipp, Tracey Leong, Various News Photographers
11	January-May 2021	Drone Pilot Licenses	KIRO 7 provided employees resources and opportunities that enabled study and drone pilot certification.	Training Program	Peter Seifert, Damien Glitch, Tyler Unwin
12	Feb. 2021 - Oct. 2021	McKinsey Management Accelerator Program	A program for Black leaders designed to increase functional knowledge on topics from pricing to operations to talent and to facilitate collaboration across our organization to be more effective leaders.	Training Program	Michelle Woods
13	3/30/2021	Magid Anchor Coaching	2 Day coaching sessions with reporters to help enhance their anchoring and reporting skills	Training program	Tracey Leong, Tracy Taylor, Matt Smith, Lauren Donovan, Claire Anderson, Linzi Sheldon, Siemny Kim, DeeDee Sun
14	4/1/2021	Drone Pilot License	KIRO 7 provided employee resources and opportunities that enabled him to study for and pass drone pilot's test.	Training Program	Peter Seifert
15	April-May 2021	RF & Microwave Safety	Retrained all photographers and engineers on RF and mast safety for microwave vans.	Training Program	All Photographers and Engineering Staff
16	4/20/21-4/21/21	2021 Magid Weather Institute	2 day online workshop to help develop weather staff target your viewers cross every daypart	Training program	Morgan Palmer, Meteorologist

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17	5/5/2021	Digital Fulfillment Training	Training with CMG Corporate Digital team to teach local staff how to build and place social advertising for clients.	Training Program	Justin Richenberg, Aaron Sipp, Linda Hansen, Chloe Houser
18	5/7/2021	CPR and Basic Life Support	Partnered with our security partners to provide employees certification for emergency CPR and BLS response.	Training Program	Dan Crouch, Charlie Babir, Jay Nobles, Keith Nealey
19	5/24/21-5/28/21	2021 Metcalf Fellowship	23rd Annual Science Immersion Workshop for Journalists : The topics to be covered at this year's workshop center on the fundamentals of research, climate change and environmental justice.	Training program	Matt Smith, Anchor
20	6/7/21-6/11/21	2021 Metcalf Fellow Part 2	23rd Annual Science Immersion Workshop for Journalists : part 2, Fellows will build skills in interpreting published research, localizing climate change, and laying a science foundation for environmental reporting.	Training program	Matt Smith, Anchor
21	8/18/21-8/20/21	NABJ	Promotions Producer, Alicia Collins, took several courses at NABJ and shared her learnings with the rest of the Creative Services Team. Classes included training on digital tactics and storytelling	Training Program	Alicia Collins
22	9/28/21-9/29/21	Magid Anchor and Reporter Coaching	2 day coaching sessions with reporters to help enhance their anchoring and reporting skills	Training program	Ranji Sinja, Ryan Simms, Andrew Scheinthal, Kevin Ko, Gary Horcher, Elle Thomas